

Strategic Roadmap

FY2021 to FY2023 Project List



Preserve, Protect, and Produce Housing for All

✦ = Racial Equity Focus Project ✦ = Needs Funding ⊕ = Statutory Requirement ✓ = Completed → = Continuous **Bold (X)** = Y3 Work Plan

Projects		Y1	Y2	Y3	Y3+	Lead	Support
Invest in programs to house and support people experiencing homelessness							
H1 Sustain the Navigation Center to House and Support the People Experiencing homelessness							
H1a	Oversee operations of the Navigation Center (i.e. funding administration, contract management, data collection, and performance monitoring) ✦	✓	→	→	→	CS	
H1b	Identify Sustainability funding source for the navigation center	✓	→	→	→	CS	FN
H1c	Oversee operations of the Navigation Center Annex (i.e. funding administration, contract management, data collection, and performance monitoring) ✦			X		CS	
H2 Implement Let's House Hayward: the Homelessness Reduction Strategic Plan							
H2a	Create a Homelessness Reduction Strategic Plan modeled after an empowerment approach and best practices, as well as after Alameda County's EveryOne Home Plan	✓				CS	HS, PL, PD, M
H2b	Pilot Shallow Subsidy Program ✦			X		CS	
H2c	Explore Safe Parking Site ✦			X		CS	
H2d	Leverage partnerships to support the creation of eligible home key projects, including hotel conversations ✦			X		CS	
H3	Partner with Alameda County to transition from Winter Warming Shelters to Winter Shelters (open nightly, regardless of temperature) ✦	✓	→	→	→	CS	DS, H, PD
Incentivize housing production for all							
H4 Implement housing incentives and production work plan in accordance to state housing limits							
H4a	Explore moderate-income financing model	✓				HS	
H4b	Amend Density Bonus Ordinance ⊕ ✦			X		DS	
H4c	Develop updated residential objective standards in response to recent State housing legislation to allow residential properties to develop into a variety of housing types at densities permitted under the applicable General Plan designation ✦			X		DS	
H4d	Explore program to convert tax-defaulted properties to affordable housing ✦			X		HS	
H4e	Create marketing materials for incentivizing housing production ✦			X		HS	
H4f	Update Accessory Dwelling Unit (ADU) ordinance ⊕ ✦					DS	
H5 Evaluate the Affordable Housing Ordinance							
H5a	Add a section to Housing and Housing Development staff reports to track accomplishments of Housing Element goals and programs including progress toward meeting RHNA goals	✓				HS	
H5b	Hold work session for potential revisions ✦			X		HS	
H6 Expend the Affordable Housing Trust funds							
H6a	Hold a work session on establishing funding priorities for Affordable Housing Trust including the potential for affordable rental housing, homeownership, co-ops, and shelter opportunities	✓				HS	
H6b	Issue Notice of Funding Availability (NOFA) or establish programs consistent with Council funding priorities ✦					HS	

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H7 Pursue state housing funding opportunities							
H7a	Identify and respond to regulations to ensure that Hayward or Hayward-supported projects qualify for state housing funding	✓	→	→	→	HS	All
H7b	Apply for state housing funding to support strategic partnerships and Council priorities	✓	→	→	→	HS	All
H8	Update the Housing Element ⊕ ✦			X		DS	
Protect the affordability of existing housing							
H9 Recommend updates to the Rent Stabilization Ordinance							
H9a	Provide 6-month update on the implementation of Rent Stabilization Ordinance and recommend amendments	✓				HS	
H9b	Monitor the implementation of the Rent Stabilization Ordinance and prepare a statistical report	✓	→	→	→	HS	
H9c	Implement Tenant Relocation Assistance Ordinance adopted after 6 month Update ✦		✓	→	→	HS	
H9d	Tenant Relocation Emergency Fund ✦			X		HS	
H10	Implement a Soft Story Ordinance		✓	→	→	DS	
H11 Covid-19 Response							
H11a	Implement and monitor eviction moratorium	✓				HS	
H11b	Implement CV-19 rent relief program	✓				HS	
H11c	Analyze alternative rent increase thresholds	✓				HS	
H11d	Expand mediation services to tenants and landlords who need support developing a repayment plan for unpaid rent due to COVID	✓				HS	
H11e	Allocate and administer CDBG-CV funding for homelessness and housing services ✦	✓				CS	H
H11f	Foreclosure Prevention Program ✦			X	→	HS	
H11g	Wealth Building/ Universal Income Program ✦			X	→	HS	